



# MORNINGSIDE NEWS - May 2007

a publication of the *Morningside Area Community Council*  
P.O. Box 40313 Pittsburgh, PA 15201 [www.macconline.org](http://www.macconline.org)

## From the M.A.C.C.

### Focus on our Business District

In keeping with our ongoing efforts to discover ways to improve our neighborhood, the Community Design Center visited the April M.A.C.C. meeting to help initiate a discussion on community planning.

The purpose of planning is multifold: to discover our assets, find out where the neighborhood is heading, determine what services we want but do not have, and generally figure out how to reverse decline and increase vitality. Long term residents and businesses are our best asset in this endeavor, so we hope you will all continue to participate in this discussion.

To that end, we're looking forward to a new feature that will start in next month's newsletter: *Morningside Business Spotlight*. Because Morningside's businesses are a vital part of our community, we thought it would be a way for residents to learn more not only about the businesses that make up our business district, but also learn a little bit about the people who keep them running day after day.

Please take a moment to read Mayor Ravenstahl's message about community business development on page 2, which details how the city is helping to retain businesses. \*



## May Garden Planting

Join us on May 19th

Once again, Morningside garden lovers will meet at the Western Pennsylvania Conservancy community garden near the Highland Park Bridge to get their hands dirty...literally. This year's spring planting will begin at 10:00 a.m. on Saturday, May 19th.

Volunteers are still needed, so please reserve time to stop by to help—even for a limited amount of time. For more information, please contact garden coordinator Dana Thomas at 412-720-0907 or email her at [danathomas.prudentialpreferred@yahoo.com](mailto:danathomas.prudentialpreferred@yahoo.com)

Because it is an awkward location for parking, carpooling is recommended. Walking is not out of the question, although you will be tired at the end of the activity; the event is great exercise! Hope to see you there.

## Posthumous Recognition

Sam Mastromatteo, past M.A.C.C. President and longtime advocate of sports and recreation for the children of the City of Pittsburgh, passed away last fall. To honor the legacy he created for our city's youth, including the Baseball is Great B.I.G. League Program, the National Italian American Sports Hall of Fame honored Mastromatteo with the Joe Natoli Community Award in March of this year. We congratulate his wife and children and hope it's a comfort seeing the widespread reach he had.

## Clean Up Day and Beyond

On Saturday, April 21, 63 people showed their support for our neighborhood by cleaning up Morningside in celebration of Earth Day. Our volunteers collected over 80 trash bags at Natoli and Heth's Fields, in the Business District, along both entrance areas of our community at Baker and Stanton, and many points in between. Additionally, volunteers painted the bleachers and concession stand at Heth's Field. Supplies were donated by the Bloomfield Hardware Company, East End Painting and Decorating, and Sherwin Williams East Liberty. Special recognition goes to all Morningside sports teams for showing up in full force to help. Representative Lisa Bennington donated drinks and snacks to fuel the hard-working volunteers.

To cap the day's events Amy Ervin, the Chair of the Beautification Committee, presented our local business with new brooms to sym-

bolize our renewed partnership with the business district and honor their commitment to maintain the area bordering their property. The brooms were donated by Home Depot on Highland Ave. in East Liberty. Please mark your calendars for June 30, 2007 for Morningside's Summer Clean Up Event.

### Continuing the Clean Up Spirit

DID YOU KNOW that you can cancel the delivery of those rolled up newspaper flyers that you find on your curb? While some of you may enjoy the weekly coupons, if you're tired of seeing piles of fliers accumulate on your lawn, curb, or adjacent vacant property, please call KAD at 412-881-3001 and leave a message to cancel delivery by leaving your address.

IF YOU HAVE an old air conditioner to dispose of, for a limited time the PA Resources Council and Appliance Warehouse have teamed up  
*(Continued on page 2)*



**Grand Opening**

**Riverside Café**  
7331 Butler Street

Free 16 oz. Cup  
of House Blend Coffee

*\*Does not include Specialty Coffees*  
Coupon Expires June 15, 2007

*(Clean Up Day continued from page 1)*

to accept unwanted refrigerators and air conditioners for **FREE**. Freon will be removed by EPA certified technicians. For every appliance dropped off, Appliance Warehouse will make a donation to PA Resources Council, a local non-profit, whose primary service areas are recycling, litter and graffiti prevention, and waste reduction.

**WHAT TO DROP OFF:** old, broken or unwanted air conditioners, refrigerators, washers, dryers, and other major appliances. There is no limit to how many appliances may be dropped off.

**WHO:** Individuals, businesses, townships, boroughs, or municipalities.

**WHEN:** During store hours, Monday through Saturday 7 a.m. to 5 p.m.

**WHERE:** Appliance Warehouse, 523 Bingham Street, South Side, 15203 (call 888.GO.FREON [463-7366] for directions)

**DO YOU NEED YOUR APPLIANCE PICKED UP?** Call Appliance Warehouse to schedule a pickup. Although a fee will be assessed for pickup, mention the phrase "Don't be a litterbug", (one of PRC's catch slogans), and receive a 10% discount off the pickup service. For more information or to schedule a pickup, call the Appliance Warehouse at 1-888-GO-FREON (463-7366).

## Message from the Mayor

Dear Neighbors,

In my last neighborhood message, I outlined my plan to provide fresh ideas and bold leadership for a new Pittsburgh today and a better Pittsburgh tomorrow. It is a plan that puts our neighborhoods first by increasing police visibility and giving communities the policing tools we need to ensure the safety of our streets. It is a plan that revitalizes our neighborhoods, block by block. We began with the 'steal' purchase of \$64 million dollars worth of tax liens which advanced and made way for new housing, retail and commercial developmental projects in our neighborhoods. I am continuing my neighborhood's first agenda by furthering the safety of our streets and by creating several new economic development initiatives to advance the prosperity of our city.

With the removal of development inhibiting tax liens, a new multi-use arena being built, and my announcement of several new revitalization initiatives, the economic development climate in Pittsburgh has gone from hot, to on fire. Now, more than ever, our city needs to be business friendly. My newly created "Business Attraction and Recruitment Team" (BART), will help businesses cut through red tape and resolve issues related to city services including: permits, zoning, parking, loading, public safety, and trash removal. I have also created main street revitalization initiatives to boost the renewal of all eighty-eight neighborhood business districts. Five different business financing programs are now available under my plan through the Urban Redevelopment Authority (URA). Some of these include new storefront renovation grants of up to \$5,000 dollars and City real estate tax exemptions for new businesses. You can learn more about the business financing programs at [www.ura.org/businessdevelopment.html](http://www.ura.org/businessdevelopment.html). This is just another step in our effort to be

the most business friendly city in America

While the housing market in some of our neighborhoods is strong, others are struggling. That's why I recently announced a tax exemption program to help spur investment in 22 neighborhoods across the city. This program will reduce the city property tax bill for new homes, as well as substantial renovation projects. Most importantly, it will stimulate the market for new residents while encouraging those who already live here to invest more in their homes. To find out if your neighborhood is eligible, call 412-255-0760. As an added incentive, to speed up construction and improvements of new buildings and homes, I set forth a new "walk-through permitting" procedure that will allow contractors and homeowners to submit their building application to the Department of City Planning and receive a permit the same day.

Ensuring the safety of our citizens is still my number one priority. Therefore, I urge you to spread the word about the "Free Smoke Detector" program. This program provides that every City resident, homeowner and renter, can request a free smoke detector to be installed in their home, free of charge, by calling my 3-1-1 Response Line. 3-1-1 will send the information to the appropriate zone and have a fire-fighter come to the residence.

In the coming months I will continue to put our neighborhoods first by announcing public safety initiatives aimed at eliminating crime and taking back our neighborhoods. A safe and friendly atmosphere, coupled with my proposals to improve our city's booming economic development, will make Pittsburgh the most business friendly city in America.

- Mayor Luke Ravenstahl

**M.A.C.C. meets at the Morningside V.F.W. Hall on the first Wednesday of Month at 7 p.m.  
2007 Dates: May 2, Jun 6, July (TBD), Aug 1**

## Congratulations

Morningside salutes Joseph Gault on being selected as a 2007 Carson Scholar. Added to his impeccable scholastic record at St. Raphael School and faithful service at West Penn Hospital will be a \$1,000.00 scholarship award for his college education.

The Carson Scholars Fund, Inc. is a non-profit charity that was founded in 1994 by Johns Hopkins pediatric neurosurgeon, Dr. Carson, and his wife, Candy, to recognize and reward students in grades 4-11 who strive for academic excellence (3.75 GPA or higher) and demonstrate a strong commitment to their community. A special thanks to the Carsons for supporting Joseph's efforts as well as another 2,800 students across the country who have been named Carson Scholars.

## M'side Sports Sign-Ups

### Football

Youth football sign-up, Natoli Field:

- Friday, May 4th, 1 p.m. to 3 p.m.
- Saturday, May 5th, 1 p.m. to 3 p.m.

For more information contact Christ Ceramano at 412-513-7355 or Jeff Corcoran at 412-600-5283.

### Soccer

The co-ed soccer season, for kids ranging from 6-16, will run from August through October. Sign-ups for the new season will take place at Natoli Field on:

- Friday, June 8th, 7 p.m. to 9 p.m.
- Saturday, June 9th, 12 noon to 2 p.m.
- Saturday, June 16th, 12 noon to 2 p.m.

The cost is \$30. Additional children from the same family will cost only \$25. For additional information, call 412-361-4143.

## Spotlight on Sunnyside

### Boys Basketball

The Sunnyside Boys' Basketball team had a great season under the coaching direction of Toni Allen. They finished the regular season undefeated, only losing in the second round of the playoffs finishing the season 9-1. They were the Section 3 and Division 2 champions and achieved a 3rd place finish in the middle school bracket for Pittsburgh Public Schools.

The Dragons were invited to the Pittsburgh Xplosion (CBA) basketball game against Albany where they met the owner, coaches, players and key staff before the game. Eighth graders Sedale Davis, Mark McCaa, Joshua Butler, and Philip Allen were towel boys and 7th graders Shannen Binion, and Tevin Bell were water boys.

The team also was invited to participate in the 31st Annual Kenny Durrett Memorial High School All-Star Basketball Classic at Gateway High School in Monroeville. The tournament was on Saturday, April 7th as a fundraiser for the Champions Enterprise, which is the summer high school and college basketball league.

### History Challenge Bowl

Sunnyside students recently participated in the 13th Annual African American History Challenge Bowl. The Sunnyside Dragons competed against students from other Pittsburgh Public Schools. Our Dragons placed 6th among the 14 middle schools who participated. This great job was done by team members: Elizabeth Enz, Huda Algasas, Destiny Fisher, Shanice Jackson, Shawn Cook and Coordinator Melanie Gorman.

# Hey Kids!

How do you plan to spend the summer? Do you have plans to go to camp, volunteer your time, or just bug your parents? Send an email to janeen@santore.com telling us how you hope to spend the summer, and you just may be featured in the summer edition of the M.A.C.C. Newsletter!

# Calendar

**May 2nd, 2007**  
7 p.m. M.A.C.C. Meeting  
Morningside V.F.W. Hall

**May 4th and 5th, 2007**  
1 p.m. to 3 p.m. Football Sign-Ups  
Natoli Field

**May 15th, 2007**  
7 a.m. to 8 p.m. Primary Elections  
Morningside School

**May 19th, 2007**  
10 a.m. Garden Planting  
Highland Park Bridge Garden

### THANK YOU:

We would like to extend a special thank you to the VFW for allowing the M.A.C.C. to use their Hall for special events, including the Easter party at the end of March, and for their continued support of our organization.

### CORRECTIONS:

Councilman Len Bodack's name was misspelled in the April newsletter. We apologize for the error.

We incorrectly reported that laws will make visitability a requirement for all new construction. Senator Ferlo sponsored legislation to allow local governments to provide tax incentives to spur visitability features in construction, but it will not be a requirement.

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Ads or news articles for Morningside News are due on the 15<sup>th</sup> of the month for the next monthly issue. *It is our express policy not to accept ads or materials that endorse any candidate for election of political offices.*

Thank you *Eat'n Park!* M.A.C.C. thanks Cris Tadesse for her generous support of our community. One lucky resident wins a gift card by attending our monthly meetings. Please join us!

### M.A.C.C. OFFICERS

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Committees

Beautification	Membership
Communications	Nomination
Fundraising	Planning & development
Housing	Youth & Special Events

Visit MACC's website for detailed contact information, including contact numbers for our elected officials.

**Cris Tadesse**  
 General Manager



930 Butler Street  
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 (412) 486-1555

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#### M.A.C.C. Membership Application

Please make checks payable to M.A.C.C.  
Mail check and form to Membership Chair:  
 Leslie Kass  
 1706 Jancey Street  
 Pittsburgh, PA 15206

\$10.00 per family \_\_\_\_\_ \$5.00 singles \_\_\_\_\_  
 Name: \_\_\_\_\_  
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